

## **REMARKS**

This Amendment is responsive to the Office Action mailed April 10, 2006. Claims 24 – 34 were pending, and the Office Action rejected all claims. Specifically, Claims 24 – 31 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Enomoto (U.S. Patent No. 5,974,401) in view of Parulski (U.S. Patent No. 6,573,927) in further view of Maurinus (U.S. Patent No. 5,606,365). Claims 32 – 34 were rejected over Enomoto in view of Maurinus.

In response, the Applicant has amended Claims 24, 28 and 32. Specifically, the Applicant has clarified that in the present invention the unique device identification data is used to facilitate the ordering of prints by storing the user information, which includes user address and/or billing information, associated with each unique device identification data. In contrast to the present invention as currently claimed, the Maurinus reference stores pixel mapping data and other camera specific technical data in a database that can be accessed using a unique camera identifier. While the Maurinus reference mentions ordering prints (col. 9, lines 53 – 65), it does not teach or suggest that the camera ID code can be used to retrieve user information, such as address and/or billing information, as opposed to only technical information pertaining to unique technical issues for each camera (i.e. pixel maps of “dead” pixels, etc.).

Thus, it is believed that the cited prior art of record does not fairly teach or suggest a system that facilitates the ordering of prints by associating a unique device identification data with user address and/or billing information. The present invention greatly simplifies the need to re-enter such information each time a print order is processed. As discussed above, Maurinus fails to teach or suggest the need for such a system.

It is now believe that the claims are in condition for allowance. If the Examiner believes that a telephone conference will expedite the examination of this application, the

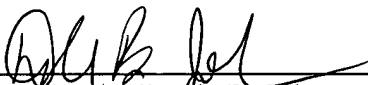
Examiner is requested to contact the below named attorney at the listed telephone number.

The Commissioner is hereby authorized to charge any fees (or credit any overpayment) associated with this communication and which may be required under 37 CFR §1.78 to Deposit Account No. 50-2603, **referencing Attorney Docket No. 351778.04400. A duplicate sheet is attached.**

Respectfully submitted,

REED SMITH LLP

Dated: July 10, 2006

By:   
Name: Doyle B. Johnson  
Registration No. 39,240  
Attorneys for Applicants

Two Embarcadero Center, Suite 2000  
P.O. Box 7936  
San Francisco, CA 94120-7936  
Direct Dial (415) 659-5969  
(415) 543-8700 Telephone  
(415) 391-8269 Facsimile

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as Express mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, US Patent & Trademark Office, Alexandria, VA 22313-1450, on July 10, 2006.

Dated: July 10, 2006

  
Maryalice Kelley